

M. Fingerhut
11 MCLELAND ROAD
ST. CLOUD, MINNESOTA 56301



★ **WITHIN SEVEN (7) DAYS!**

S
e:
TRANSFERABLE

T NELSON
P O BOX 1546
POUGHKEEPSIE NY 12603

10-Day
Free Trial

FREE INSPECTION CERTIFICATE

10-Day
Free Trial

Mail This Card Today for Your **10-DAY NO-RISK FREE TRIAL**
of the Beautiful **HIS and HERs CAR COATS**

FINGERHUT MANUFACTURING COMPANY: Please accept my order for a pair of His and Hers Car Coats. If I am thoroughly pleased with the coats after my 10-Day FREE TRIAL, I agree to pay for them under the liberal Fingerhut terms offered in your letter. Otherwise, I will return the coats to you within 10 days. The FREE gifts are mine to keep in either case.

*Smart — stylish . . . quilt-lined,
luxuriously tailored,
leather-look vinyl Car Coats*

- ★ Free 10-day trial ★ Nothing down
- ★ Months to pay ★ Valuable free gifts

Check (✓) your His and Hers Car Coat sizes here:

LADY'S CAR COAT	8	10	12	14	16	18	20	22
MAN'S CAR COAT	36	38	40	42	44	46	48	

YOUR FREE GIFTS

REMEMBER, you receive the Tote Bag, pair of His and Hers Travel Bags AND the Lady's Stretch Gloves, all matching your coats in "crushed" leather-look vinyl and ALL FREE . . . just for accepting our 10-day Free Trial.

Check glove size here:

A (6-6½-7) B (7½-8-8½)

Please sign name ✓

**PLEASE MAIL
WITHIN SEVEN (7) DAYS!**

OBC-811

T NELSON
P O BOX 1546
POUGHKEEPSIE NY 12603

ZIP Code

WRITE
ZIP CODE
HERE

If this address is wrong, please correct it.
Do not obliterate old address.

FOR OFFICE USE ONLY

10-Day
Free Trial

10-Day
Free Trial

FIRST CLASS

PERMIT NO. 307

ST. CLOUD, MINN.

BUSINESS REPLY MAIL

NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

POSTAGE WILL BE PAID BY

FINGERHUT MANUFACTURING CO.

11 McLeland Road

St. Cloud, Minnesota 56301

VIA AIRMAIL

[A series of ten horizontal red lines for mailing address.]

1000 3000 2000
0000 5000 4000







BEAUTIFUL
S-T-R-E-T-C-H GLOVES

FREE

(ESPECIALLY
MADE TO GO WITH YOUR
LADY'S CAR COAT)

They look like leather . . . feel soft, supple, like expensive capeskin leather. Yet these elegant stretch gloves are exquisitely tailored in the same "crushed" leather-look vinyl as your car coat. And they're lined with softest cotton knit to pamper your hands. Rich, deep-chocolate, stretch nylon forchets smartly trim the gracefully tapered fingers, the flexible Bolton thumb—assure you a slim, perfect fit. Fashionable wrist length makes this glove pair just right for sporty or dress occasions. Size A fits 6-6½-7.

Size B fits 7½-8-8½. These matching accessories are yours FREE TO KEEP . . . our gift to you just for trying His and Hers Car Coats.

Mail the enclosed
no-risk Free Trial card
today!

Your free gift!

*"crushed" leather-look vinyl tote bag
(matches your lady's car coat)*

Feminine and roomy . . . this matching 2-zipper purse holds everything. So practical . . . meticulously crafted from soft, supple, grained vinyl to wear and wear. It's perfect for special occasions and everyday use. Makes the perfect accessory for your coat—makes the handiest purse for toting all your personal things. Cleans easily inside and out. And it's yours FREE TO KEEP, just for accepting our no-risk Free Trial.

Mail the postpaid card today!

Extra Free Gift
see other side



FREE GIFT! HIS & HERS TRAVEL BAGS

Zip up all the sundry things you need when you're away . . . and tote 'em along in His and Hers Travel Bags. They're the convenient way to carry your personal things . . . or to pack them away in luggage, glove compartment, purse. Built to take the abuse of travel . . . rugged in water-repellent "crushed" leather-look vinyl.

To get your FREE Travel Bags, mail the card today! Both bags are yours to keep, just for accepting our no-risk Free Trial.

A FINGERHUT EXCLUSIVE!!
MATCHING HIS and HER'S CAR COATS
(with the popular NEW "crushed" leather-look vinyl!)

I'll send you these accessories, ALL FREE: Lady's Tote Bag, pair of Lady's Gloves AND pair of His and Hers Travel Bags (all in matching "crushed" leather-look vinyl) ... just for agreeing to try this coat ensemble for ten days at my expense. These gifts are yours to keep, even if you later return the coats.

Dear Friend:

Give me your permission ... and I will send you a His and Hers Car Coat ensemble in the popular NEW "crushed" leather-look vinyl at an unbeatable price that is exclusive with Fingerhut.

You don't send any money now. You take no risk at all. All you do is send me the enclosed Free Trial card to let me know the sizes you need. I'll send you, post-paid, two (2) of these beautiful "crushed" leather-look vinyl coats to wear as your own for ten days at my expense.

You won't find this coat in any store. It's a Fingerhut exclusive. In fact, I don't know where you could find another car coat that compares with this one for looks, comfort and style at anywhere near Fingerhut's exclusive direct mail price -- under Fingerhut's famous no-risk terms:

BOTH COATS ONLY \$24.95, PLUS POSTAGE AND HANDLING

- 10-Day No-Risk Free Trial
- Three Free Gifts, Yours to Keep
- 6 payments of only \$4.66 per month

These coats look like leather ... have the same rich grain as expensive leather though the tough supported vinyl we use will probably last longer than leather. They're completely water repellent so you'll be dry in any downpour. Yet this fully-lined coat looks so good, feels so good on you, that you'll wear it in any weather all year around.

Look at the sample I've sent along. See the beautiful grain. Notice how soft and pliable it is. No jacket leather was ever softer -- or more carefree. And notice the quilt lining. You'll be comfortable under that generous batting no matter what the weather.

This wear-with-any-color Dark Brown color coat is a practical coat for driving, shopping, all your leisure activities. Never needs costly dry cleaning. Dirt and stains come clean with a damp cloth and a little mild detergent. This is a casual coat you'll LIKE wearing, in a classic style that will look good on you ... that won't go out of fashion.

SEEING IS BELIEVING. WEAR THEM TEN DAYS FREE ...

(over, please)

The swatch I've enclosed lets you know the materials are good. The enclosed picture shows you the styling. But the only way for you to be convinced this coat will look as good on you as it does on the model is to actually put it on and wear it.

The only way for you to see all the "extras" we build into these coats is to see them first hand: the warm quilt lining, the "stay buttons" to keep the buttons from pulling out, the extra interlining that gives you the practical "up-or-down" collar for wind or sun comfort, the generous pockets, the action sleeves.

NO SALESMAN TO HURRY YOU

You have to actually try the coats. And how much better to do this in your own home than in a store. At home, you can look at your new coats in your own mirror for as long as you like. No salesman to hurry you or pressure you ... no feeling of embarrassment if you stand in front of the mirror too long. At home, you can see how your new coats "go" with the other things in your wardrobe ... take all the time you want to look them over carefully, and check the tailoring, the sewing, the workmanship.

There's really nothing like shopping the Fingerhut way. You'll have a full ten days to use your new coats ... to wear them walking, driving, working -- without actually spending a single cent. So when the time finally comes for you to send in your first \$4.66 payment, you'll be completely convinced that these are the coats you really want ... worth more than you're paying for them.

Airmail the Free Trial card to me now (no stamps needed). I'll rush your quilt-lined Car Coats right out to you, postpaid, along with the free gifts. If for some reason, any reason at all, you don't like the coats, just send them back to me at the end of the 10-day Free Trial period, keep the gifts for your trouble and we'll forget the whole thing. Now what could be fairer?

Remember, don't send any money now! Just fill out the card (don't forget the sizes) and drop it in the mail. We'll pay the airmail postage -- you don't even need an envelope.

May I hear from you this week?

Sincerely,

M. Fingerhut
President

MF:ehx

P.S. We do have limited production at our manufacturer's on these quilt-lined coats. So please don't take a chance by waiting too long. Thanks.

FINGERHUT MANUFACTURING COMPANY
11 McLELAND ROAD, ST. CLOUD, MINNESOTA 56301





The purse is FREE!
You keep it even if
you later decide to
return the coats.

Wear these coats for ten days FREE!
You risk nothing!

His and Hers Car Coats

by Fingerhut of Minnesota





OUTERSHELL OF 100% SUPPORTED VIRGIN VINYL BACKED WITH 100% COTTON KNIT; LINING OF 100% ACETATE TAFFETA QUILTED TO BATTING OF 90% ACRYLIC AND 10% UNKNOWN FIBERS (TEXTILE BY-PRODUCTS). PC-689 © FINGERHUT MANUFACTURING COMPANY 1968 MADE IN USA

You don't spend a penny unless you decide to keep the coats—

WEAR THEM FIRST, FREE—the quilt-lined coats that look and feel like expensive leather, yet wear like cowhide and take you comfortably *through any weather!* □ □ □ His and Hers Car-Coats are an ideal combination of cold-weather fabrics designed to keep you and your look-alike toasty warm, even in the coldest weather. □ □ □ "Crushed" leather-look

vinyl (so popular this year) makes a handsome coat, a carefree coat. Shrugs off wind and rain, spills and stains. Never needs dry cleaning (that's money saved). □ □ A full lining of lustrous taffeta quilted to a fiber-fabric batt acts as the perfect insulator for plenty of winter warmth. Keeps body heat in—cold out. Makes your Car Coat feather-light, just right

for active people everywhere—winter, spring and fall. □ □ □ For all-around comfort and good looks... for an incredibly LOW direct mail price... His and Hers Car Coats are your best buy. So be a sport—play partners. Take advantage of our no-risk home trial and wear these matching coats as your own. See how you like them, FREE!

so mail the enclosed FREE TRIAL card today!